



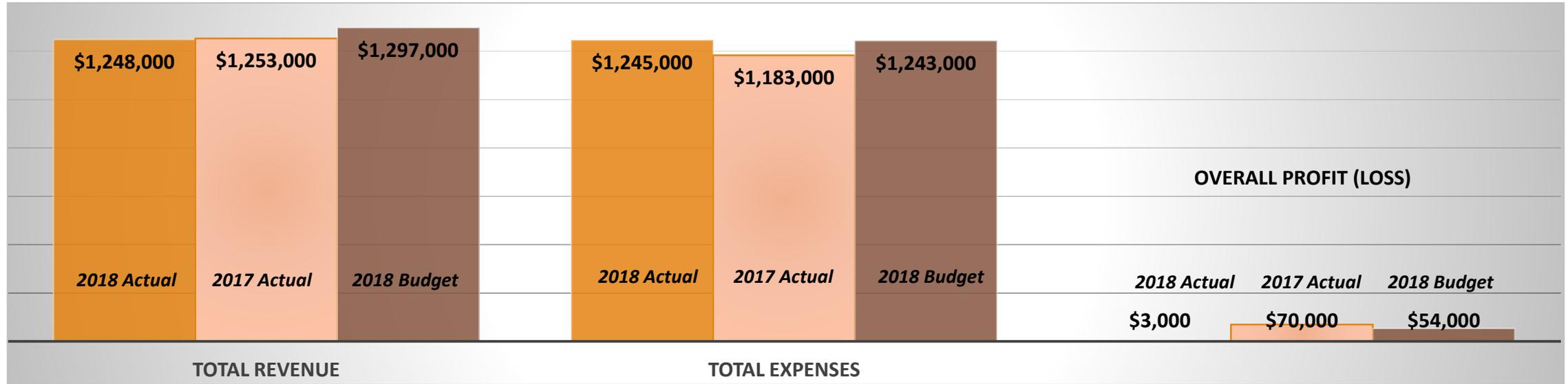
Branson Convention Center 2018 Second Quarter Review

SAVOR...Branson

at Branson Convention Center

at Branson Convention Center

2nd Quarter 2018 - Comparison of Actuals & Budget



TOTAL REVENUE:

2018= \$1.25M / 2017=\$1.25M / 2018 Budget \$1.30M

TOTAL EXPENSES:

2018= \$1.25M / 2017 = \$1.18M / 2018 Budget = \$1.24M

OVERALL PROFIT & (LOSS)

2018= \$3K / 2017 = \$70K/ 2018 Budget = \$54k

2nd Quarter 2018 - Overall Financial Performance



BCC General Operating Results (Loss)

2018= \$59K/ 2017 = \$119K/ 2018 Budget = \$84K

BCC Marketing Results (Expense)

2018= \$56K / 2017 = \$49K/ 2018 Budget = \$31K

BCC Overall (Operating & Marketing) Results (Loss)

2018= \$3K/ 2017 = \$70K/ 2018 Budget = \$54K

2nd Quarter 2018 - Results

REVENUES

CATERING: Strong returning core business for 2018 including Associated Electric Association, MO Propane Association & Edward Jones.

- 2017 Revenues: \$605K
- 2018 Revenues: \$623K

CONCESSIONS: Down year over year. Early Cheer & Dance Groups Numbers are down.

- 2017 Revenues: \$48K
- 2018 Revenues: \$42K

2nd Quarter 2018 - Results

REVENUES

EVENT SPACE RENTAL:

- 2018 Net Room Rental Revenue of \$178K vs Budget of \$163K.
- 2017 Net Room Rental Revenue: \$182K (Very Consistent Year over Year)

ANCILLARY REVENUES:

- Audio Visual, Equipment Rental and Internet Service.
- Net revenues combining to surpass the \$30K vs Budget of \$35K.

EVENT PARKING REVENUE: Generated over \$30K to a budget of \$30K. LY \$35K

*****Dance Groups attendance down in 2018**

2nd Quarter 2018 - Results

EXPENSES

MARKETING: Consistent 2nd quarter numbers year over year.

- 2017: \$49K Actual Marketing Expenses
- 2018: \$56K Actual Marketing Expense.
- 2018 Programs consist of heavy trade show activity, individual client meetings and SMG partnered events.

INDIRECT EXPENSES: All indirect expenses were inline with budget or below including salaries & wages, contracted services and operating supplies for the year.

******Budget of \$876K vs Actual of \$875K**

2nd Quarter 2018 - Results

General Overview Items

Estimated Group Attendance:

- 2017 (28K)
- 2018 (30K)

Groups:

- 2017(55)
- 2018 (47)